



# STEVE CHABOT

New

Revision #: 0 Date: 10/17/2012

Client: OH - CD1 STEVE CHABOT 2012 Estimate: 2968  
Media: TV Description: OH CD1 STEVE CHABOT OCT 17-OCT 27 TV  
Product: OH CD1 Flight Start Date: 10/17/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 10/27/12 4:59:00 AM

WKRC 41%.

Separation between spots: 10

## Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots	
						10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27		
WKRC-TV																		
14	MTuWThF 6:00a-6:30a GD MRN CINN@6	P3 EM	\$325.00	\$276.25	30	1	1	1	0	0	1	1	1	1	1	0	8	
15	MTuWThF 6:30a-7:00a GD MRN CINN@6	P3 EM	\$325.00	\$276.25	30	1	0	0	0	0	0	1	0	1	0	0	3	
16	Sa 7:00a-8:00a LOCAL12NW-SA 7	P3 WK	\$150.00	\$127.50	30	0	0	1	0	0	0	0	0	0	1	0	2	
17	Su 10:00a-10:30a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	0	0	1	
18	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	P3 EN	\$600.00	\$510.00	30	1	1	0	0	0	0	0	0	0	0	0	2	
19	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	P3 EN	\$650.00	\$552.50	30	1	1	1	0	0	1	1	1	1	1	0	8	
20	MTuWThF 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	1	1	1	0	0	1	1	1	1	1	0	8	
21	Sa 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	0	0	0	1	2	
22	Su 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	0	0	0	0	1	
Total Spots:						5	4	4	1	2	3	4	3	4	4	1	35	
Total Cost:			\$22,825.00	\$19,401.25														
Total																		
OCT 12			\$22,825.00	\$19,401.25														35



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Revision #: 0 Date: 10/17/2012

Client: OH - CD1 STEVE CHABOT 2012

Estimate: 2968

Media: TV

Description: OH CD1 STEVE CHABOT OCT 17-OCT 27 TV

Product: OH CD1

Flight Start Date: 10/17/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

Line	Daypart	Daypart	STN	STN	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
No	Program	Code	Gross	Net	Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	Spots

WKRC-TV

Signature: \_\_\_\_\_

Disclaimer:



## Summary by Station/System

Date: 10/17/2012

**Client:** OH - CD1 STEVE CHABOT 2012      **Estimate:** 2968  
**Media:** TV      **Description:** OH CD1 STEVE CHABOT OCT 17-OCT 27 TV  
**Product:** OH CD1      **Flight Start Date:** 10/17/12 5:00:00 AM  
**Market:** Cincinnati      **Flight End Date:** 10/27/12 4:59:00 AM

**Separation between spots:** 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	35	\$22,825.00	100%	\$19,401.25	100%
<b>Market Total:</b>	35	\$22,825.00		\$19,401.25	

ORDER



Orders	Order / Rev:	66781
	Alt Order #:	
	Product Desc:	2968
	Estimate:	2968
	Flight Dates:	10/18/12 - 10/27/12
	Original Date / Rev:	10/17/12 / 10/17/12
	Order Type:	GENERAL

Local 12 WKRC-TV  
LSM LSM  
CVG  
Local

Primary AE:  
Sales Office:  
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser	Name:	Chabot for Congress
	Demographic:	HH
	Product Codes:	US Congress
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/27/12	35	\$22,825.00	\$19,401.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$22,825.00	\$19,401.25	0.00
Totals	35	\$22,825.00	\$19,401.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$22,825.00
Market	100%	\$55,670.73

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	19%	\$10,577.44
WLWT	20%	\$11,134.15
WSTR	10%	\$5,567.07
WXIX	10%	\$5,567.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11112--	:30	6	\$325.00	P-3	0.00	NM	8	\$2,600.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	--12--	3	\$325.00	0.00								
		Week: 10/22/12	10/28/12	11111--	5	\$325.00	0.00								
N 2	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	3	\$975.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	---1---	1	\$325.00	0.00								
		Week: 10/22/12	10/28/12	-1-1---	2	\$325.00	0.00								
N 3	WKRC	10/20/12	10/27/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: 66781  
 Alt Order #: 10/18/12 - 10/27/12  
 Flight Dates: 10/18/12 - 10/27/12

Advertiser: Chabot for Congress

Product Desc: 2968

Estimate: 2968

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/20/12	10/27/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	-----1-	1	1	\$150.00	0.00							
		Week: 10/22/12	10/28/12	-----1-	1	1	\$150.00	0.00							
N 4	WKRC	10/21/12	10/21/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				CBS Sun Morn News		(10:00 AM-10:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	-----1-	1	1	\$450.00	0.00							
N 5	WKRC	10/18/12	10/19/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	---11--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
				5p Local 12 News at Five		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---11--	2	2	\$600.00	0.00							
N 6	WKRC	10/18/12	10/27/12	6p Local 12 News at Six	CM	6p-630p	11112--	:30	6	\$650.00	P-3	0.00	NM	8	\$5,200.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---12--	3	3	\$650.00	0.00							
		Week: 10/22/12	10/28/12	11111--	5	5	\$650.00	0.00							
N 7	WKRC	10/18/12	10/27/12	11p M-F Local 12 News	CM	11p-1135p	11112--	:30	6	\$1,100.00	P-3	0.00	NM	8	\$8,800.00
				11p M-F Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---12--	3	3	\$1,100.00	0.00							
		Week: 10/22/12	10/28/12	11111--	5	5	\$1,100.00	0.00							
N 8	WKRC	10/20/12	10/27/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	-----1-	1	1	\$1,100.00	0.00							
		Week: 10/22/12	10/28/12	-----1-	1	1	\$1,100.00	0.00							
N 9	WKRC	10/21/12	10/21/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	-----1	1	1	\$1,100.00	0.00							

Totals 35 \$22,825.00